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ABSTRACT

Using a developmental, hands-on approach, this text/workbook helps students master the basic English skills that are essential to write effective business correspondence, to recognize language errors, and to develop decision-making and problem-solving skills. Its step-by-step focus and industry-specific format encourages students to review, reinforce, and apply their knowledge in situations that relate directly to the workplace. New to this edition are a section on report writing power, an expanded and updated section on writing practicum, models of well-written documents, additional case study assignments, and a systematic format for each chapter. Chapters in the book include: (1) Banking on Good Sentence Structure (Career Field: Banking); (2) Insuring Subject-Verb Agreement (Career Field: Insurance); (3) Investing in Subject-Verb Agreement (Career Field: Finance/Investments); (4) Telecommunicating with Verbs (Career Field: Telecommunications); (5) Lots of Commas in Real Estate (Career Field: Real Estate); (6) Maintaining Healthy Complex Sentences (Career Field: Health Care); (7) Retailing Commas in Words, Phrases, and Clauses (Career Field: Retail Sales); (8) Check-In with the Semicolon (Career Field: Hospitality); (9) Marketing Possessives (Career Field: Marketing); (10) Traveling with Colons and Pronouns (Career Field: Travel and Leisure); (11) Governing Quotations (Career Field: Government); and (12) Help-Wanted: Applying Correct Hyphens and Numbers Correctly (Career Field: Human Resources). Appendixes contain answer keys by chapter; model documents; advice on addressing government officials; postal abbreviations; proofreaders' marks; and a personal dictionary. (RS)

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